

# **Automechanika 2004, September 14-19, 2004**

## **A Super Deal for your Automotive Clients**

### **Automotive Parts and Equipment More Price Competitive in Europe than Ever!!!**

**Automechanika 2004** has recently been certified by the U.S. Department of Commerce which means that the Commercial Service will provide full support to U.S. Pavilion exhibitors to help them expand in Europe.

**Automechanika** is the No. 1 Business-to Business-Trade Show for the international automotive industry. For over thirty years, **Automechanika** has set the international tone for **innovations** and trends for automotive spare parts and accessories, as well as for workshop equipment and services. Close to 5,000 exhibitors are expected this year, including over 240 from the U.S. The show includes five major U.S. Pavilions and is by far larger than AAIW. For more information on Automechanika, please browse the following site: <http://www.buyusa.gov/germany/en/automechanika2004.html>

The Commercial Service is offering the following services at Automechanika.

**Showtime Counseling Program:** U.S. exhibitors who have pre-registered will receive one-on-one market opportunity counseling from Automotive industry Commercial Specialists from 11 European countries. To register for Showtime, please browse the following website <http://www.buyusa.gov/europe/showtime.html>

**Pathfinder Matchmaking Program.** Pathfinder is a pre-show, matchmaker program developed by CS Frankfurt. It matches foreign buyers to U.S. exhibitors. Specialists take the U.S. exhibitors to the booth of the foreign buyer.

A pre-show **global market promotion campaign** by Commercial Service auto specialists to buyers in their countries, as well as on official Commerce Department websites all over the world.

·**Market research** on European and other markets for auto parts and equipment, plus counseling and ad hoc interpreting in over a dozen languages provided by CS staff in USA Pavilions.

·A **pre-show briefing** by experts on EU certification, distribution channels and intellectual property rights (IPR).

·Assistance in **countering IPR offenders** and with **market access/compliance** at the show.

·**Trade leads** from our Commercial Service booth in a high-traffic Automechanika location.

Dear Prospective Exhibitor:

The Department of Commerce is pleased to certify the USA Pavilions at Automechanika 2004 – a world famous international auto parts and equipment trade fair – to be held September 14-19, in Frankfurt, Germany. Certification puts the full support of the Commerce Department's International Trade Administration behind USA Pavilion exhibitors to help them expand their U.S. exports.

At the last Automechanika in 2002, our Commercial Service in Frankfurt teamed-up with U.S. industry associations AAIA, MEMA and SEMA to provide what AAIA's Vice President called, "... the best service I can remember at any international trade show." Thirty USA Pavilion exhibitors credited that service as key to their making sales to over two dozen countries. Now, certification will give USA Pavilion exhibitors at Automechanika 2004 an even more comprehensive package of on-site support, at no extra cost to exhibitors. The advantages include --

- A pre-show **global market promotion campaign** by Commercial Service auto specialists to buyers in their countries, as well as on official Commerce Department websites all over the world.
- A meeting to present your company and products to Commercial Service auto specialists from 15 countries, so they can **personally introduce buyers from their countries** to appropriate exhibitors during the show.
- **Market research** on European and other markets for auto parts and equipment, plus counseling and ad hoc interpreting in over a dozen languages provided by CS staff in USA Pavilions.
- A **pre-show briefing** by experts on EU certification, distribution channels and intellectual property rights (IPR).
- Assistance in **countering IPR offenders** and with **market access/compliance** at the show.
- Frankfurt's **Pathfinder Service** to identify potential buyers among foreign fair exhibitors.
- **Trade leads** from our Commercial Service booth in a high-traffic Automechanika location.

Given that the strong Euro currently gives Americans a 25% cost advantage since the last Automechanika, there may be no better time to exhibit at this top international trade venue for auto parts, accessories and equipment.

We welcome you to exhibit in our USA Pavilions at Automechanika 2004 next September in Frankfurt, and we look forward to assisting you boost your export sales to markets all over the world.

Sincerely,

Neal Burnham  
Deputy Assistant Secretary  
Export Promotion Services

Joseph Bogosian  
Deputy Assistant Secretary  
Transportation and Machinery